

REMARKS

Reconsideration of the application in view of the above amendments and the following remarks is respectfully requested.

Status of the Claims

Claims 1 and 4 have been amended.

No new matter has been added.

Claims 1-8 are pending.

Claim Rejections – 35 USC § 103

Claims 1-8 stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Publication No. 2002/0089532 to Cohen, et al. (“Cohen”), in view of U.S. Publication no. 2003/0192026 to Szepesvary, et al. (“Szepesvary”). The Examiner asserts that the combination of the references discloses each and every feature of the claimed invention. Applicant respectfully disagrees.

Amended claim 1 recites a method comprising modifying a document object model (“DOM”) so that a “graphic object is displayed overlaid partially on top of a visual presentation of the website, such that the graphic object is in close proximity to the element when the DOM is rendered by an HTML rendering engine.” The references, alone or in combination, do not suggest or disclose this feature.

Cohen describes a method for analyzing statistical data associated with a website and generating graphical reports depicting the activity related to the website. The method receives data from a website analysis tool and queries from users requesting specific information, and generates the corresponding reports in accordance with the received data.

The Examiner asserts that Figure 9 of Cohen discloses certain features of claim 1. However, Figure 9 illustrates a web-based report, and does not disclose graphic objects

“displayed overlaid” a visual representation of the actual website as recited in amended claim 1. The report of Cohen is a tree-diagram showing a company’s websites, and their interconnections. See Cohen, Figure 9. The report further includes statistical data available for each of the pages. Id.

In contrast, the presently claimed invention is directed to a method where graphic objects are “overlaid partially on top of a visual presentation of the website.” The overlay maps the graphic objects on top of the actual website so that a user can see the actual website and the statistical data simultaneously. See U.S. Publication No. 2004/0060008, [0017].

Szepesvary describes a method and system for building a computer program capable of recognizing graphical user interface objects in HTML applications, and does not cure the deficiencies of Cohen.

Accordingly, for at least the reasons discussed above, Applicant respectfully requests that the rejection of claim 1 under 35 U.S.C. §103(a) be withdrawn.

Claims 2, 3, and 8 depend from claim 1. Accordingly, for at least the reasons discussed above with respect to claim 1, Applicant respectfully requests that the rejection of claims 2, 3, and 8 be withdrawn.

Independent claim 4 recites features similar to those discussed above with respect to claim 1. Accordingly, for at least the reasons discussed above with respect to claim 1, Applicant respectfully requests that the rejection of claim 4 under 35 U.S.C. §103(a) be withdrawn.

Claims 5-7 depend from claim 4. Accordingly, for at least the reasons discussed above with respect to claim 1, Applicant respectfully requests that the rejection of claims 5-7 under 35 U.S.C. §103(a) be withdrawn.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at (925) 944-3320.

Respectfully submitted,

/Charles E. Krueger/

Charles E. Krueger

Reg. No. 30,077

LAW OFFICE OF CHARLES E. KRUEGER
P.O.Box 5607
Walnut Creek, CA 94596
Tel: (925) 944-3320 / Fax: (925) 944-3363